



GOVERNOR'S Housing Conference

2004

2004 GOVERNOR'S
HOUSING CONFERENCE



November 15 – 17, 2004

**Norfolk Waterside Marriott
Norfolk, Virginia**

**Register online at
www.dhcd.virginia.gov**

**OPENING DOORS:
BUILDING A BETTER FUTURE**



2004 GOVERNOR'S HOUSING CONFERENCE OPENING DOORS: BUILDING A BETTER FUTURE

At the 2004 Governor's Housing Conference, housing advocates, providers and practitioners will join with funders, lenders, state and local leaders, and others to learn innovative and practical ways that we can 'open the door' to safe and affordable housing for more Virginians.

This conference represents the best of the best in federal, state, and local government agencies working in partnership with nonprofit and for-profit housing providers and others to improve Virginia's housing conditions. The conference is the state's largest and most comprehensive event dedicated to developing new strategies, programs, and initiatives to meet the housing needs of Virginia's citizens.

This year's conference will feature workshops, sessions, and speakers that will provide insight, guidance, and knowledge to help representatives from the private and public sectors develop housing solutions that work.

In addition to the intensive workshops and sessions, the conference's receptions, exhibit hall, and session breaks offer informal and formal networking time to facilitate relationships and business connections to advance the state of affordable housing in Virginia.

Each year more than 800 dedicated professionals from throughout the state register to take advantage of the incredible educational, networking, and professional development opportunities featured at the Governor's Housing Conference.

Featured Speakers



Secretary of Commerce and Trade
Michael J. Schewel, Honorary Conference
Chairman



John Bryant, CEO, Operation Hope

**REGISTER TODAY TO ENSURE YOUR
PARTICIPATION IN VIRGINIA'S PREMIER
HOUSING EVENT OF THE YEAR!**

Conference Schedule

Monday, November 15

- 12:00 p.m. – 1:00 p.m. Pre-Conference Workshop
Registration
- 1:00 p.m. – 5:00 p.m. Pre-Conference Workshops
- 3:00 p.m. – 6:00 p.m. Conference Registration
- 6:00 p.m. – 8:00 p.m. Opening Reception
- 8:00 p.m. – 10:00 p.m. Conference Social

Tuesday, November 16

- 7:30 a.m. – 6:00 p.m. Conference Registration
- 7:30 a.m. – 8:30 a.m. Continental Breakfast
- 8:30 a.m. – 10:00 a.m. Opening Plenary
- 10:30 a.m. – 12:00 p.m. Concurrent Sessions
- 12:30 p.m. – 2:30 p.m. Luncheon Plenary and Virginia
Housing Awards Presentation
- 3:00 p.m. – 5:00 p.m. Concurrent Sessions
- 6:00 p.m. – 8:00 p.m. Evening Reception

Wednesday, November 17

- 7:30 a.m. – 8:30 a.m. Continental Breakfast and
Roundtable Discussion Groups
- 8:30 a.m. – 10:00 a.m. Morning Plenary
- 10:30 a.m. – 12:00 p.m. Concurrent Sessions
- 12:00 p.m. Conference Adjourns

Conference Sessions

The goal of the Governor's Housing Conference is to provide professionals with the tools, ideas, and knowledge they need to support safe and affordable housing in their communities. The Conference sessions will explore various topics related to the housing field including development, financing, current policies, and more. The sessions will be led by industry experts with direct experience in the housing and development fields. Some of the sessions featured at the 2004 Governor's Housing Conference will include:

- Building Blocks of a Tax Credits Deal
- The New Look of Factory Built Housing
- Senior Housing for Tomorrow – A Holistic Approach
- The Rebirth of Downtown Housing
- Yes, *IN* My Backyard – Advocacy That Works
- Virginia's Registry of Accessible Housing
- The Evolution of Housing First
- Successful Homeownership
- Fundamentals of Property Management and Compliance

Lodging

The 2004 Governor's Housing Conference will be held at the Norfolk Waterside Marriott in downtown Norfolk, Virginia. A limited number of rooms are being held at the rate of \$55.00 per night, plus tax. To make your hotel reservation at the Marriott, call 1-800-228-9290. The

Housing Conference is also holding a limited number of rooms at the Sheraton in Norfolk, also at the rate of \$55.00 per night, plus tax. To reserve a room at the Sheraton, call (757) 622-6664. These rates will be available until October 15 or until all the rooms are reserved. Be sure to mention the Governor's Housing Conference in order to receive the discounted rate.

Exhibit Hall

The Governor's Housing Conference exhibit hall is filled with representatives from businesses and organizations eager to connect with housing conference attendees. The exhibit hall features new products and programs that will benefit professionals in the housing field. Space is still available for groups and businesses interested in becoming exhibitors. To reserve an exhibit space, please contact Mitzi Lee at (804) 371-7122 or email mitzi.lee@dhcd.virginia.gov.

Networking Receptions

Opening Reception – Monday, November 15

6:00 p.m. to 8:00 p.m.

Come network with other housing advocates and enthusiasts at the conference opening reception. An event with international flair, food, and entertainment highlighting cultures and countries from around the world will kick-off the 2004 Conference activities.

Conference Social – Monday, November 15

8:00 p.m. to 10:00 p.m.

Following the opening reception, conference participants are invited to a social featuring an area dee jay and lively music. This event offers a new opportunity for attendees to socialize and get to know one another.

Networking Reception – Tuesday, November 16

6:00 p.m. to 8:00 p.m.

Join us at Nauticus, one of Norfolk's finest attractions, for Tuesday's networking reception. As the National Maritime Center, Nauticus displays the power of the sea through exhibits and films. Join us for hors d'oeuvres and live music overlooking the beautiful Elizabeth River. Nauticus is within walking distance of the Conference hotel. Shuttles will also be provided for participants with mobility concerns.



Pre-Conference Workshops

Monday, November 15

1:00 p.m. – 5:00 p.m.

These half-day, highly intensive workshops are designed to support housing professionals from every range on the spectrum. Whether you are a twenty-year veteran or new to the housing field, these workshops will provide you with the knowledge and insight you need to be successful. Workshops are filled on a first-come, first served basis so please register early. The fee for a Pre-Conference Workshop is \$45 per person and is in addition to the Conference registration fees.

Pre-Conference Workshop Descriptions

1. New Rules and Tools to Expand Your Market

This workshop will train real estate professionals on a host of flexible mortgage products available through Fannie Mae's lender partners that address the barriers that many of their clients face, such as lack of down payment funds, blemished credit, and debt. This training also provides a list of conventional lenders who are committed to offering competitive interest rates to all potential home buyers, and local counseling agencies that can help borrowers prepare themselves for the home-buying process. Real estate professionals earn CEU credits for this course.

2. Organizational Sustainability for Nonprofits

Take part in a facilitated discussion to identify strategies for long-term sustainability for nonprofits. Participants will share experiences, identify common barriers, discuss successful approaches, and strategize on collaborative efforts. Coalition building will be explored as well as identifying necessary changes in policy and new sources of funding for housing needs in Virginia.

3. Reasonable Accommodations and Modifications – Meeting the Requirements of The Big Three

This workshop will teach participants the ins and outs of meeting the requirements of the Americans with Disabilities Act, the Federal Fair Housing Law, and Section 504 of the Rehabilitation Code of 1973. Owners or property managers will gain valuable information and instruction about how to respond to requests for accommodations and modification. Those working with persons with disabilities will learn how to collaborate more effectively with housing providers.

4. Effective Revitalization Practices

Geared towards planners, local government and development officials, housing developers, and others concerned about preserving and revitalizing rural towns and inner cities, this workshop will highlight successful revitalization tools and strategies. In-depth



discussions will focus on finance resources, historic preservation, and the redevelopment powers of local governments.

5. End Homelessness Virginia

At last year's Governor's Housing Conference, Virginia's action plan, *Sharing A Common Wealth to End Homelessness*, was announced. This workshop will bring those in the homelessness services arena up to speed on the group's progress. The workshop will highlight new programs and strategies that will positively impact local service delivery systems. Come hear from the federal, state, local, and nonprofit representatives that make up this dynamic group and learn about Virginia's collaborative effort to end homelessness.

6. Adapting for Accessibility: Lessons Learned

Learn from a panel of experts as they share their real-life experiences with initiating and creating an Access Home Modification Program. This will be an interactive session that highlights the necessary steps to make homes comfortable and accessible for disabled persons. Participants will also receive a 'How to Manual' for accessibility adaptation.

**Register online at
www.dhcd.virginia.gov**

Registration Form

Name ☐ Mr. ☐ Ms. ☐ Mrs. _____
Title _____
Organization/Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

Accessibility and other special needs:

Please inform Conference planners of any special needs that you may have in order to ensure your participation in the Conference. Check those that apply and the Conference Special Needs Coordinator will contact you to verify your request.

- ☐ Visually impaired
- ☐ Hearing impaired
- ☐ Mobility concerns
- ☐ Dietary concerns
- ☐ Other

Pre-Conference Workshops (\$45 fee) – check one

- ☐ 1. New Rules and Tools to Expand Your Market
- ☐ 2. Organizational Sustainability for Nonprofits
- ☐ 3. Reasonable Accommodations and Modifications – Meeting the Requirements of The Big Three
- ☐ 4. Effective Revitalization Practices
- ☐ 5. End Homelessness Virginia
- ☐ 6. Adapting for Accessibility: Lessons Learned

Conference Fees – check one

- ☐ \$155 Early Bird Registration – postmarked by October 1
- ☐ \$185 Regular Registration – postmarked after October 1

Registration Fee _____

Pre-Conference Fee _____

Total _____

Return this form with your check or purchase order for the total registration amount to:

Governor's Housing Conference

501 N. Second Street

Richmond, Virginia 23219

To pay by credit card, complete the information below and fax this form to (804) 786-7310.

Type of card (check one) ☐ Mastercard ☐ Visa ☐ American Express

Cardholder's name _____

Card number _____

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TO REGISTER ONLINE GO TO WWW.DHCD.VIRGINIA.GOV

Cancellation Policy

Refunds are available, minus a \$40 handling fee, for written cancellations received prior to October 25. No refunds will be made after that date.

Go to www.dhcd.virginia.gov for more information and updates or call (804) 371-7171 with questions.



Virginia Department of Housing and
Community Development
501 North Second Street
Richmond, VA 23219

Register by October 1 for best rate!

Conference Partners

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Virginia Housing Study Commission
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U.S. Department of Agriculture –
Rural Development

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Virginia Center for Housing Research

*as of August 9, 2004

*Thank you to our generous sponsors. To become a sponsor contact Basil Gooden at
(804) 371-7011 or basil.gooden@dhcd.virginia.gov.*